The 25th Annual NYSPRA Communications Contest committee extends sincere gratitude to the 2004 impartial panel of judges, each with a specific area of expertise. Entries in this year’s contest were judged by school communications colleagues from California, along with other marketing and communication experts whose professionalism ensured the competition’s long-standing tradition of integrity.

2004 Judges

Martha V. Bauer
Marketing Consultant

Stacey Broers
Owner, SAB Consulting Services

Sue Bucher
Graphic Designer, MAGI Educational Services, Inc.

CalSPRA
The California Chapter of the National School Public Relations Association

Carol Davison
Executive Director, Davison Advertising and Design

Dresden D. Engle
Public Relations Manager, George Eastman House International Museum of Photography and Film

Stephen Thomson
Creative Director, Thomson Design

Amy VanDussen
Art Director, George Eastman House International Museum of Photography and Film

2004 NYSPRA Officers

Stephanie Gouss, President
Rockland BOCES

Evelyn McCormack, President-Elect
Southern Westchester BOCES

Marcia Kelley, Secretary
East Syracuse-Minoa Central School District

Rita Wolff, Treasurer
Williamsville Central School District

Patricia Burgio, Past President
Lancaster Central School District
2004 NYSPRA Golden Empire Award
This prestigious award, presented by NYSPRA, recognizes outstanding professional achievement by an individual in the field of educational public relations. Nominated by colleagues, the 2004 recipient is...

Holly S. Brooker
Community Relations Coordinator
Ulster BOCES

2004 NYSSBA Award
The New York State School Boards Association provides school district newsletter editors with state and national story suggestions and talking points to be used as the basis for local coverage. Annually, it presents a special award for outstanding coverage of its issues in a school district newsletter. The 2004 recipient is...

Myra Vaughn
Public Relations Director
Longwood Central School District
Longwood Life, March 2004
“Governor Pataki’s State Aid Proposal is ‘Woefully Inadequate’ ”
and “Longwood Takes its Message to Washington”
Bethlehem Central School District

All awards to Jessica Scheckton, Communications Specialist

Excellence

• Budget/Bond Newsletter
  Highlights - Budget Edition, May 2004

• Special Purpose Publication
  2003 Bond Vote Brochure

Honor

• Budget/Bond Newsletter
  December 2003 Bond Vote Newsletter

Brockport Central School District

Honor

• In-house Production/Color Ink
  Brockport Central School District Brochure
  Debbie Moyer, Communication Assistant

Broome-Tioga BOCES

Merit

• Web Site
  www.btboces.org
  Clare Anne Stenta, Web Designer; Brian Ponnwitz, Web Master;
  Don Sharrar, Public Information Coordinator

Buffalo Public Schools

Excellence

• Calendar
  2003-2004 Buffalo Public Schools Calendar and Parent
    Information Guide
  Tony Confrancesco, Editor

Merit

• Video
  Reforming Buffalo Schools
  David Lanz, Chief Planning Officer; Danielle Rafferty, Designer;
  Joseph DiPasquale, Producer

Byram Hills School District

Merit

• Budget/Bond Newsletter
  Proposed School Budget 2004-2005
  Fiona Mitchell, Public Relations Assistant; Kris Knapp, Designer

Carmel Central School District

All awards to Susan Dieck, Public Information Specialist;
Crispin Hamilton, Designer

Honor

• Community Newsletter
  The Carmel Schoolhouse News - April 2004

Merit

• Community Newsletter
  The Carmel Schoolhouse News - February 2004

Chautauqua Lake Central School District

All awards to Wendy Westwood, Director, Community Relations

Excellence

• Photograph
  Architectural Scavenger Hunt
  continued

Churchville-Chili Central School District

Honor

• Community Newsletter
  The Link - Churchville-Chili School News, December 2003
  Maggie Fitzgibbon and Jackie Finn, Communication Specialists

• Photograph
  Celebrating the Wonders of Science
  Jackie Finn, Communication Specialist

Merit

• Special Purpose Publication
  Churchville-Chili Central School District Kindergarten Registration
  Maggie Fitzgibbon, Communication Specialist; Kathy Kelly,
  Graphic Designer

• Special Purpose Publication
  Churchville Elementary School Brochure
  Maggie Fitzgibbon, Communication Specialist

Cold Spring Harbor Central School District

All awards to Helene Begun, Public Relations Specialist

Excellence

• Community Newsletter

Honor

• Community Newsletter
  Cold Spring Harbor: A Report On Our Schools - Fall 2003

Merit

• Community Newsletter
  Cold Spring Harbor: A Report On Our Schools - Spring 2004

Copiague Public Schools

All awards to Copiague Public Schools; Syntax Communication

Excellence

• Community Newsletter
  Copiague "Connections" Newsletter - March 2004

Merit

• Calendar
  2003-2004 Copiague School Calendar

Cortland City School District

All awards to Dr. John E. Lutz, Superintendent of Schools;
  David Blatchley, School Information Officer

Excellence

• Community Newsletter
  The Tiger’s Paw - June 2004

• Photograph
  SADD, SADD Day

• Public Service Announcement
  Energy Jingle Contest

Honor

• Calendar
  Cortland City School District 2003-2004 School Calendar

Merit

• Photograph
  How Many Gummy Worms?

This is Your Time to Shine! 3
**Croton-Harmon School District**

All awards to Chris Heath, Public Relations Assistant; Maria Ilardi, Graphics Designer

**Honor**
- Community Newsletter
  Reflections - June 2004

**Merit**
- Community Newsletter
  Reflections - Winter 2004

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**East Rochester School District**

All awards to Doreen DiNardo, Communications Director

**Excellence**
- Photograph
  Wendy’s Windows, June 2004
- Photograph
  Sidewalk Art

**Merit**
- Photograph
  Graduation
- Photograph
  Electric Coffeehouse

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**East Syracuse-Minoa Central Schools**

All awards to Marcia Kelley, School Information Officer

**Excellence**
- Photograph
  Budding Scientist

**Merit**
- Photograph
  Learning to Juggle

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**Eastchester Union Free School District**

**Merit**
- Budget/Bond Newsletter
  Eastchester School Talk Special Budget Issue
  MaryEllen Meehan Byrne, Public Relations Coordinator

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**Ellenville Central School District**

All awards to Ulster BOCES Community Relations Team

**Excellence**
- Calendar
  Why We Love Ellenville School Calendar
- Community Newsletter
  Community Newsletter - March 2004
- In-house Production/Black Ink
  A Great Place to Teach

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**Erie 1 BOCES**

All awards to Communication Services

**Excellence**
- Overall Graphics and Design
  Triumph

**Honor**
- Web Site
  www.erie1boces.org/triumph/index.aspx

**Merit**
- Overall Graphics and Design
  Webs that Work

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**Freeport Public Schools**

**Excellence**
- Community Newsletter
  Freeport Pride - Fall 2003
  Nassau BOCES School Public Relations Service for the Freeport UFSD

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**Frontier Central School District**

**Merit**
- Web Site
  www.frontier.wnyric.org
  Elizabeth Angelbeck, Director of Public Relations and Strategic Planning; Dr. Mary Ann Costello, Assistant Superintendent for Information Technology

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**Genesee Valley BOCES**

All awards to Andrea Walton, Public Relations Coordinator; Rene Kelly, Graphic Designer, unless otherwise noted

**Excellence**
- Community Newsletter
  News in Brief, XXXII No. 1

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**Eastchester Union Free School District**

**Merit**
- Annual Report/State Report Card
  2003 Annual Report
- In-house Production/Black Ink
  The Pinnacle, Issue 4
- Overall Graphics and Design
  GED
  Rene Kelly, Graphic Designer
- Overall Graphics and Design
  Printing/Graphic Design Service
  Rene Kelly, Graphic Designer

**Merit**
- Community Newsletter
  News in Brief, XXXII No. 2

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**Ellenville Central School District**

All awards to Ulster BOCES Community Relations Team

**Excellence**
- Calendar
  Why We Love Ellenville School Calendar
- Community Newsletter
  Community Newsletter - March 2004
- In-house Production/Black Ink
  A Great Place to Teach

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**This is Your Time to Shine!**
Greece Central School District

All awards to the Department of Communication and Technology, unless otherwise noted

Excellence

• Annual Report/State Report Card
  2003 Annual Report & Strategic Framework Update
  Department of Communication and Technology & Office of Secondary Schools and Strategic Planning

• Calendar
  2003-04 Calendar and Handbook

• Excellence in Writing
  “75 Years of Dedication to a Vision: Creating World-Class Schools”

• In-house Production/Color Ink
  Which Second Language Should I Study?
  Department of Communication and Technology & Department of Curriculum and Instruction

• Overall Graphics and Design
  2003-04 Calendar and Handbook

• Photograph
  Strategic Framework Cover

• Photograph
  Bulldog Basketball Event

• PR Marketing Campaign
  2004-05 Budget Campaign

• Special Purpose Publication
  Signature School Options

• Special Purpose Publication
  2003-04 Points of Pride

• Special Purpose Publication
  Renaissance in Education

• Special Purpose Publication
  2003-04 Instructional Handbook, Elementary School
  Department of Curriculum and Instruction & Department of Communication and Technology

Honor

• Community Newsletter
  THE CONNECTION - September/October 2003

• Excellence in Writing
  “Yes, I’m Positive About Greece”

• In-house Production/Color Ink
  2003-04 Telephone Directory

• In-house Production/Color Ink
  The District Leader

• Internal Newsletter
  The Cornerstone, June 2004

• Overall Graphics and Design
  Signature School Options

• Photograph
  A Child’s Connection to the Real World

• PR Marketing Campaign
  Bus Bond Vote Marketing Campaign

• Special Purpose Publication
  2003-04 Instructional Handbook, Middle School Level
  Department of Curriculum and Instruction & Department of Communication and Technology

• Special Purpose Publication
  2003-04 Telephone Directory

Guilderland Central School District

All awards to Amy Zurlo, Communications Specialist

Honor

• Budget/Bond Newsletter
  Guilderland 2004-2005 Budget Newsletter

Merit

• Community Newsletter
  THE CONNECTION - September/October 2003

• Excellence in Writing
  “Yes, I’m Positive About Greece”

• In-house Production/Color Ink
  2003-04 Telephone Directory

Hamburg Central School District

All awards to Michele Darstein, Community Relations Coordinator

Excellence

• Excellence in Writing
  “Hero Zeroes in on Numbers at Armor”

• Excellence in Writing
  “School Nurse’s Job Is Dose of Reality”

Harborfields Central School District

All awards to Harborfields Central School District and Syntax Communication

Merit

• Overall Graphics and Design
  Character Education Bookmark

• Web Site
  www.harborfieldsscsd.net

continued
Hauppauge Public Schools

**Merit**
- Community Newsletter
  Hauppauge "Horizons" Newsletter - Winter 2004
  Hauppauge Public Schools and Syntax Communication

Hilton Central School District

**Merit**
- Budget/Bond Newsletter
  Budget Insight
  Barbara A. Carder, Director of Communications

Holley Central School District

**All awards to Grace Griffee, Communication Specialist**

**Honor**
- Photograph
  Amanda and Chloe

**Merit**
- Photograph
  The Magic of Self Esteem

Islip Union Free School District

**Merit**
- In-house Production/Color Ink
  2003 Holiday Greeting Card
  Holly Bernhard, Administrative Assistant to the Superintendent

Jericho Union Free School District

**All awards to Mary Marks, Director of Public Information and Community Relations**

**Excellence**
- Community Newsletter
  Jericho School News - February 2004
- Community Newsletter
  Jericho School News - January 2004
- Photograph
  Seaman Named Blue Ribbon School

**Honor**
- Photograph
  What’s With the Weather?
- Photograph
  Remembering the Heroes of 9-11

**Merit**
- Overall Graphics and Design
  Jericho Public Schools 2003-2004 Calendar and School Guide
- Photograph
  Korean Fan Dance
- Photograph
  Diversity Day Fashion Show

Kendall Central School District

**Honor**
- Community Newsletter
  The Kendall Chronicle - May 2004
  Grace Griffee, Communication Specialist; Kathy Kelly, Graphic Artist

Kingston City Schools Consolidated

**All awards to Ulster BOCES Community Relations Team, unless otherwise noted**

**Excellence**
- Community Newsletter
  Community Newsletter - February 2004
- Community Newsletter
  Community Newsletter - October 2003
- Excellence In Writing
  "Author’s Visit Builds Character Ed & Self Esteem"
  Holly Brooker, Community Relations Coordinator
- In-house Production/Color Ink
  Inspiring Excellence in Our Schools Overview
- In-house Production/Color Ink
  Time to Shine Call for Entries
- Photograph
  The Art of Paper Making
  Dorothy Wills-Raftery, Community Relations Specialist II
- Photograph
  An Eye for Detail
  Elyse David, Web Administrator

**Honor**
- Photograph
  Live with WJFK
  Dorothy Wills-Raftery, Community Relations Specialist II
- Special Purpose Publication
  Time to Shine Call for Entries

**Merit**
- Photograph
  My Teacher’s Hands
  Elyse David, Web Administrator

Lakeland Central School District

**All awards to James S. Van Develde, Director of Public Relations**

**Merit**
- Community Newsletter
  Focus on Legislature - October 2003

**Honor**
- Photograph
  Fingerprinting the Board

Lancaster Central School District

**Merit**
- Excellence In Writing
  "Refurbished Pans Add Pizazz to Performance"
  Patricia M. Burgio, Community Relations Coordinator

Lindenhurst Public Schools

**Excellence**
- Web Site
  www.lindenhurstschools.org
  Lindenhurst Public Schools and Syntax Communication
Liverpool Central School District

**Merit**
- Photograph
  Soule Road Community Celebrates Renovations
  Meghan Piper, Communications Specialist
- Photograph
  CHE Celebrates Reading with Guest Readers
  Julie Carlesco, Communications Assistant

Longwood Central School District

*All awards to Myra Vaughan, Public Relations Director*

**Excellence**
- Excellence In Writing
  “Longwood High School Celebrates 85th Birthday of Substitute Teacher, Mrs. Lamm”

**Honor**
- Excellence In Writing
  “Jason Project Explores the Panama Across the Curriculum”

**Merit**
- Excellence In Writing
  “Governor Pataki’s State Aid Proposal is ‘Woefully Inadequate’ ”

Mahopac Central School District

**Merit**
- Community Newsletter
  Blue Ribbon Bulletin - Winter 2004
  Barbara Coats, Public Relations Assistant; Maria Ilardi, Graphics Designer

Maine-Endwell Central School District

**Honor**
- Photograph
  Next Chapter
  Brenda Potsko, Communications Coordinator

**Merit**
- Calendar
  2003-2004 Maine-Endwell School District Calendar
  Brenda Potsko, Communications Coordinator; Michele Norton, Graphic Artist

Manchester-Shortsville Central School District

**Excellence**
- Calendar
  2003-2004 Calendar & Directory
  Patricia J. Payne, Public Information Officer

Mohonasen Central School District

*All awards to Deborah Bush-Suflita, Editor*

**Honor**
- Special Purpose Publication
- Web Site
  www.mohonasen.org

**Merit**
- Calendar
  Mohonasen 2003-2004 District Calendar
- Overall Graphics and Design
  2004 Mohonasen Budget & Bond Newsletter

Monroe 1 BOCES

**Honor**
- CD/DVD
  START Program
  Joann Genthner, Principal, START Program; Martin Leary, Teacher, EMCC Television Broadcasting; John Walker, School-Community Relations Coordinator

**Merit**
- In-house Production/Black Ink
  Monroe 1 BOCES District Newsletter - February 2004
  John Walker, School-Community Relations Coordinator; Dawn Boeheim, Imaging Center Group Leader/Graphic Artist

Monroe 2 BOCES

**Honor**
- Photograph
  Teaching Disability Awareness
  Jackie Finn, Communication Specialist

Nassau BOCES

*All awards to Nassau BOCES Department of Communications and Agency Planning*

**Excellence**
- Overall Graphics and Design
  Nassau BOCES Cultural Arts Center Brochure
- Special Purpose Publication
  Barry Tech Catalog 2004-05

**Honor**
- Calendar
  Nassau BOCES Master Calendar 2003-04

**Merit**
- Poster
  JASON XVI Poster
- Special Purpose Publication
  Nassau BOCES Directory of Services 2004-05

North Salem Central School District

**Honor**
- Community Newsletter
  Compass - Winter 2004
  Fiona Mitchell, Public Relations Assistant; Maria Ilardi, Graphics Designer

Nyack Public Schools

*All awards to Gail Fleur, Director of Communications*

**Honor**
- Budget/Bond Newsletter
  Straight Talk, December 2003

**Merit**
- Calendar
  Committed to Each Student’s Success

Ossining Union Free School District

*All awards to Fiona Mitchell, Public Relations Assistant; Chris Steer, Graphics Designer*

**Honor**
- Calendar
  Ossining School Calendar 2003/04

**Merit**
- Calendar
  Ossining School Calendar 2003/04

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This is Your Time to Shine! 11
**Port Byron Central School District**

*Honor*
- Calendar  
  District Calendar  
  Joni Lincoln

*Port Jefferson City School District*

*Excellence*
- Budget/Bond Newsletter  
  Horizon - May 2004  
  Community Newsletter  
  Horizon - March 2004

*Putnam/Northern Westchester BOCES*

*Excellence*
- Internal Newsletter  

*Rochester City School District*

*Excellence*
- Poster  
  Values Policy Poster

**Rockland BOCES**

*Excellence*
- Overall Graphics and Design  
  “It Takes A Special Person To Fill These Shoes”  
  Chris Steer, Designer

*Merit*
- Video  
  “Students First” TV Show

**Rockland BOCES**

*All awards to Stephanie Gouss, Public Information Specialist*

*Excellence*
- Overall Graphics and Design  
  BOCES Brochure  
  “It Takes A Special Person To Fill These Shoes”  
  Chris Steer, Designer  
  Helping School Districts Do More

*Merit*
- Video  
  “Students First” TV Show

**Rockland BOCES**

*Honor*
- Annual Report/State Report Card  
  Highlights  
  Poster  
  Direct Care Poster

**Oswego County BOCES**

*Merit*
- Calendar  
  Oswego County BOCES Calendar
- Excellence In Writing  
  “B. Ramer Tech Students Win State AAA/Ford Competition”  
- Overall Graphics and Design  
  Movie Theater Advertising Slide  
  Lisa L. Gray, Public Relations Reporter

**Oregon School District**

*All awards to Grossman Strategies - Mark J. Grossman, Principal; Cathleen M. Coburn, Account Executive*

*Excellence*
- Budget/Bond Newsletter  
  Horizon - May 2004  
- Community Newsletter  
  Horizon - March 2004

**Otsego Northern Catskills BOCES**

*Merit*
- Special Purpose Publication  
  BOCES Brochure  
  Susan W. Suffolk, Coordinator for the Communications Group

**Pearl River School District**

*Excellence*
- Special Purpose Publication  
  District Brochure/Folder  
  Sandra Cokeley Pedersen, APR  
  Director of Quality and Community Relations;  
  Putnam NW BOCES PR Service

**Perry Central School District**

*Excellence*
- Special Purpose Publication  
  ONC BOCES 2004-2005 Services Guide  
  Susan W. Suffolk, Coordinator for the Communications Group

**Pine Bush Central School District**

*Honor*
- Community Newsletter  
  The Perry Buzz - May 2004

*Merit*
- Budget/Bond Newsletter  
  The Perry Buzz - Budget Edition

**Pine Bush Central School District**

*Merit*
- Community Newsletter  
  Pine Bush Central School District Community Newsletter  
  October 2003

**Pittsford Central School District**

*Excellence*
- Special Purpose Publication  
  District Brochure/Folder  
  Sandra Cokeley Pedersen, APR  
  Director of Quality and Community Relations;  
  Putnam NW BOCES PR Service

**Rockland BOCES**

*All awards to Stephanie Gouss, Public Information Specialist*

*Excellence*
- Overall Graphics and Design  
  BOCES Brochure  
  “It Takes A Special Person To Fill These Shoes”  
  Chris Steer, Designer  
  Helping School Districts Do More

*Merit*
- Video  
  “Students First” TV Show

**Rockland BOCES**

*Honor*
- Annual Report/State Report Card  
  Highlights  
- Poster  
  Direct Care Poster

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13 This is Your Time to **Shine!**
Rush-Henrietta Central School District

All awards to Office of Community Relations, unless otherwise noted

Excellence
- Budget/Bond Newsletter
  Budget Newsletter - May 2004
- Community Newsletter
  Community Newsletter - Fall 2003
- Overall Graphics and Design
  Guiding Student Success Brochure
- Overall Graphics and Design
  Transportation & Operations Center Brochure
- Video
  Let R-H Spirit Soar

Honor
- Overall Graphics and Design
  Pippin Poster
  Diane Elmslie, Senior Graphic Artist - District Printing
- Special Purpose Publication
  2004-2005 Course Description Book
  Diane Elmslie, Senior Graphic Artist - District Printing
- Senior High School Counseling Department
- Video
  Focus on Reading
  Office of Community Relations
  Patricia McLean, Director - English Language Arts

Schalmont Central School District

All awards to Jill Aurora, Communications Coordinator

Honor
- Calendar
  2003-2004 Schalmont Central Schools Calendar

Merit
- Budget/Bond Newsletter
  Special Edition Budget Revote Newsletter

Schenectady City School District

Honor
- Special Purpose Publication
  Celebrating 150 Years of Excellence in Public Education
  Karen Corona, Public Information Coordinator

Somers Central School District

All awards to Chris Heath, Public Relations Assistant; Chris Steer, Graphics Designer

Honor
- Budget/Bond Newsletter
  Somers Trunkline - Special Budget Issue

Merit
- Community Newsletter
  Trunkline - February 2004

Southern Westchester BOCES

Excellence
- CD/DVD
  “You’re Smart to Go for BOCES”
  Evelyn McCormack, Public Information Coordinator;
  Claudia Fuller, Director of Career Services

continued
Congratulations to all recipients of excellence, honor or merit awards in the 25th Annual NYSPRA Communications Contest. With 650 entries in 16 categories, this year's contest was a closely drawn competition and continues to be one of the largest in the nation.

This is your time to shine!

Just over one-third of all entries submitted in this year's contest were award-winning. As a professional organization, it is an honor and pleasure for NYSPRA to recognize award recipients for outstanding achievement and excellence in educational communications.

With continued support from your Board of Education and district administration, may each of you continue to enrich education and support student success through effective communication.